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EXAMINER

HOSSAIN, FARZANA E

ART UNIT

PAPER NUMBER

2424

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PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/010,877	<b>Applicant(s)</b> KANO, TSUYOSHI	
	<b>Examiner</b> FARZANA HOSSAIN	<b>Art Unit</b> 2424	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 01 April 2010.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 8-17 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 8-17 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All    b) ☐ Some \*    c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)         | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)         | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                          |

## **DETAILED ACTION**

### ***Response to Amendment***

1. This office action is in response to communications filed 04/01/2010. Claims 1-7 are cancelled. Claims 8, 11, 14 and 17 are amended. Claims 9, 10, 12, 13, 15 and 16 have been previously presented.

### ***Response to Arguments***

2. Applicant's arguments with respect to claims have been considered but are moot in view of the new ground(s) of rejection.

Regarding the claims, the applicant argues that the cited prior art specifically Block does not disclose computing the rating, the rating relates to a number of receivers that received the unit portion (Pages 8-10).

In response to the arguments, the examiner partially disagrees. Bedard discloses computing or determining a rating or interest related to a unit portion (Figure 3, 304, Figure 2, Column 6, lines 46-62). See new rejection for the new limitation.

### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 8-14, 16 and 17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ivanyi (US 6,286,140) in view of Del Sesto et al (US 6,530,082 and hereafter referred to as "Delsesto"), Aras et al (US 5,872,588 and hereafter referred to as "Aras"), Block (US 7,200,852), Bedard (US 5,801,747) and Kohen (US 6,604,239).

Regarding Claim 8, Ivanyi discloses a viewing and listening information computing method (Figure 1, 4, Figure 4, Column 9, lines 25-40) comprising obtaining a reception log of at least one broadcast receiver (Figure 1, 4, Figure 2, 45, Figure 3, 28-31, Column 7, lines 64-67, Column 8, lines 1-5); recording the obtained reception log and program information concerning a broadcast program in a database (Figure 1, 4, Figure 4, 56, Column 10, lines 1-8, Figure 5, 90); and computing viewing and listening information which is information concerning viewing and/or listening based on the reception log and the program information read from the database (Column 9, lines 25-40, lines 66-67, Column 10, lines 1-8, lines 59-65). Ivanyi discloses that the television viewer behavior is monitored for channel being viewed (Column 9, lines 66-67, Column 1-10).

Ivanyi is silent on the reception state management means for obtaining a receiver ID, of at least one broadcast receiver, a database in which receiver ID is recorded and program information including a program label indicating a type of program and unit portions separated based on different content specific to the type of program, computing viewing and listening information based on receiver ID read from the database, wherein

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computing the viewing and listening information includes computing a rating for each unit portion of the program; predetermined time a channel and/or program is viewed and to not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or a program for at least the predetermined period, and that the viewing and listening information includes viewer preferences for each segment of a program.

Delsesto disclose obtaining a reception log or response packet and a receiver ID of at least one broadcast receiver (Figure 5, Column 15, lines 26-39, Column 13, lines 32-39, Column 9, lines 66-67, Column 10, lines 1-42), a database in which the reception log and receiver ID are recorded and program information concerning a broadcast program are recorded (Column 13, lines 40-55, Column 15, lines 26-67, Column 16, lines 1-16), the program information including a program label (Column 13, lines 40-55) and viewing and listening management means for computing viewing and listening information which is information concerning viewing and listening based on the reception log or response packet, the receiver ID read from the database (Column 15, lines 26-67, Column 16, lines 1-16).

Therefore, it would have been obvious at the time the invention was made to modify Ivanyi to include a reception state management means for obtaining a receiver ID of at least one broadcast receiver (Figure 5, Column 15, lines 26-39, Column 13, lines 32-39, Column 9, lines 66-67, Column 10, lines 1-42), a database in which the receiver ID are recorded, and computing viewing and listening information which is information concerning viewing and listening based on the receiver ID read from the

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database (Column 15, lines 26-67, Column 16, lines 1-16) as taught by Delsesto in order to accurately monitor of viewer ship and usage (Column 1, lines 28-65) as disclosed by Delsesto.

Ivanyi and Delsesto do not storage for storing the obtained reception log, receiver ID and program information of a broadcast program, program information including a program label and unit portions, the viewing and listening information includes viewer preferences for each unit portion of a program.

Aras discloses a viewing and listening computing apparatus (Column 12, lines 40-64), comprising: storage for storing the obtained reception log, receiver ID and program information of a broadcast program (Column 12, lines 40-64, Column 13, lines 13-23, Column 17, lines 57-67, Column 18, lines 1-3), the program information including a program label and unit portions separated based on the program (Column 9, lines 4-15, Column 10, lines 10-30, Column 8, lines 1-25); the viewing and listening information includes viewer preferences for each unit portion of a program (Column 10, lines 10-30, Column 8, lines 1-25, Table I).

Therefore, it would have been obvious at the time the invention was made to modify the combination to include storage for storing the obtained reception log, receiver ID and program information of a broadcast program (Column 12, lines 40-64, Column 13, lines 13-23, Column 17, lines 57-67, Column 18, lines 1-3), the program information including a program label and unit portions (Column 9, lines 4-15, Column 10, lines 10-30, Column 8, lines 1-25), the viewing and listening information includes viewer preferences for each unit portion of a program (Column 10, lines 10-30, Column

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8, lines 1-25, Table I) as taught by Aras in order to determine usage of users for advertisers and marketers (Column 1, lines 19-23) as disclosed by Aras.

Ivanyi, Delsesto and Aras are silent on program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program and the viewing and listening information includes computing a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

In analogous art, Block discloses program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program (Column 6, lines 11-30, Columns 6-7, Table 1, Column 9, lines 38-54).

Therefore, it would have been obvious at the time the invention was made to modify the combination to include program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program (Column 6, lines 11-30, Columns 6-7, Table 1, Column 9, lines 38-54) as taught by Block in order to help users determine if they want to be exposed to particular programs or scenes (Column 10, lines 38-52) as disclosed by Block.

Ivanyi, Delsesto, Aras and Block do not disclose the viewing and listening information includes computing a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program, a reception of at least one broadcast receiver only when the only one broadcast receiver

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continuously receives one of a channel and a program for at least a predetermined period and does not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or a program for at least the predetermined period.

Bedard discloses computing the viewing and listening information includes computing a rating or interest for each unit portion of the program (Figure 3, 304, Figure 2, Column 6, lines 46-62); a broadcast receiver (Column 3, lines 4-15) comprising: a reception of at least one broadcast receiver only when the only one broadcast receiver continuously receives one of a channel (Column 4, lines 38-48) and a program (Column 5, lines 52-65) for at least a predetermined period (Column 5, lines 52-65) and does not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or a program for at least the predetermined period (Column 3, lines 62-67, Column 4, lines 1-15); the viewing and listening information includes viewer preferences for each unit portion of a program (Column 3, lines 62-67, Column 4, lines 1-15, 38-65, Figure 2).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include that a reception of at least one broadcast receiver only when the only one broadcast receiver continuously receives one of a channel (Column 4, lines 38-48) and a program (Column 5, lines 52-65) for at least a predetermined period (Column 5, lines 52-65) and does not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or a program for at least the predetermined period



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(Column 3, lines 62-67, Column 4, lines 1-15), computing the viewing and listening information includes computing a rating for each unit portion of the program (Figure 3, 304, Figure 2, Column 6, lines 46-62) as taught by Bedard in order to provide make sure that a viewer surfing channels is not recorded because it is insignificant viewing and the profile is able to focus on viewer's true interests (Column 3, lines 62-67, Column 4, lines 1-5) as disclosed by Bedard.

The combination is silent on the rating relating to a number of receivers that received the program.

In analogous art, Kohen discloses computing the rating, rating relating to a number of receivers that received the program (Column 4, lines 49-65, Column 6, lines 5-30, 48-50). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include rating relating to a number of receivers that received the program (Column 4, lines 49-65, Column 6, lines 5-30, 48-50) as taught by Kohen in order to make determine the interest of programs based on the content (Column 4, lines 49-65) as disclosed by Kohen.

Furthermore, in *KSR International Co. Teleflex Inc.*, 82 USPQ2d 1385, 1395 (2007), the Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention.

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Regarding Claim 9, Ivanyi, Delsesto, Aras, Block and Bedard disclose all the limitations of Claim 8. Ivanyi discloses that the reception log includes one of channel received by the broadcast receiver (Column 10, line 1, Column 7, lines 19-20), program identification information or detailed information in reference to a program or commercial (Column 10, lines 59-65, Column 11, lines 1-12) and reception period information (Column 8, lines 1-25, Column 10, lines 1-8); and the viewing and listening information to be computed includes an audience rating for one of a predetermined channel (Column 9, lines 38-40) and program (Column 10, lines 59-64, Column 11, lines 1-12).

Regarding Claim 10, Ivanyi, Delsesto, Aras, Block and Bedard disclose all the limitations of Claim 8. Ivanyi discloses that the reception log includes one of a channel received by the broadcast receiver (Column 10, line 1, Column 7, lines 19-20) and program identification information or detailed information in reference to a program or commercial (Column 10, lines 59-65, Column 11, lines 1-12) and reception period information (Column 8, lines 1-25, Column 10, lines 1-8); and the viewing and listening information to be computed includes a non-viewing and non-listening rating for one of a predetermined channel or program or the central computer processes polling information for a large group of viewers to obtain statistical information about viewer behavior for demographic and geographic groups, which reads on viewers and non viewers being polled on programs/channels viewed (Column 9, lines 34-40, Column 10, lines 53-67, Column 11, lines 1-24).

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Regarding Claim 11, Ivanyi discloses a viewing and listening information computing apparatus (Figure 1, 4, Figure 4) comprising: reception state management means for obtaining a reception log of at least one broadcast receiver (Figure 1, 4, Figure 2, 45, Figure 3, 28-31, Column 7, lines 64-67, Column 8, lines 1-5); a database in which the obtained reception log and program information concerning a broadcast program are recorded (Figure 1, 4, Figure 4, 56, Column 10, lines 1-8, Figure 5, 90); and viewing and listening information management means (Figure 4, 41) for computing viewing and listening information which is information concerning viewing and/or listening based on the reception log and the program information read from the database (Column 9, lines 25-40, lines 66-67, Column 10, lines 1-8, lines 59-65). Ivanyi discloses that the television viewer behavior is monitored for channel being viewed (Column 9, lines 66-67, Column 1-10).

Ivanyi is silent on the reception state management means for obtaining a receiver ID, of at least one broadcast receiver, a database in which receiver ID is recorded and program information including a program label indicating a type of program and unit portions separated based on different content specific to the type of program, a viewing and listening management means for computing viewing and listening information based on receiver ID read from the database, predetermined time a channel and/or program is viewed and to not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or a program for at least the predetermined period, and that the viewing and listening information includes viewer preferences for each segment of a program and the viewing and listening

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information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

Delsesto disclose a reception state management means for obtaining a reception log or response packet and a receiver ID of at least one broadcast receiver (Figure 5, Column 15, lines 26-39, Column 13, lines 32-39, Column 9, lines 66-67, Column 10, lines 1-42), a database in which the reception log and receiver ID are recorded and program information concerning a broadcast program are recorded (Column 13, lines 40-55, Column 15, lines 26-67, Column 16, lines 1-16), the program information including a program label (Column 13, lines 40-55) and viewing and listening management means for computing viewing and listening information which is information concerning viewing and listening based on the reception log or response packet, the receiver ID read from the database (Column 15, lines 26-67, Column 16, lines 1-16).

Therefore, it would have been obvious at the time the invention was made to modify Ivanyi to include a reception state management means for obtaining a receiver ID of at least one broadcast receiver (Figure 5, Column 15, lines 26-39, Column 13, lines 32-39, Column 9, lines 66-67, Column 10, lines 1-42), a database in which the receiver ID are recorded, and viewing and listening management means for computing viewing and listening information which is information concerning viewing and listening based on the receiver ID read from the database (Column 15, lines 26-67, Column 16, lines 1-16) as taught by Delsesto in order to accurately monitor of viewer ship and usage (Column 1, lines 28-65) as disclosed by Delsesto.

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Ivanyi and Delsesto do not storage for storing the obtained reception log, receiver ID and program information of a broadcast program, program information including a program label and unit portions, the viewing and listening information includes viewer preferences for each unit portion of a program, the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

Aras discloses a viewing and listening computing apparatus (Column 12, lines 40-64), comprising: storage for storing the obtained reception log, receiver ID and program information of a broadcast program (Column 12, lines 40-64, Column 13, lines 13-23, Column 17, lines 57-67, Column 18, lines 1-3), the program information including a program label and unit portions separated based on the program (Column 9, lines 4-15, Column 10, lines 10-30, Column 8, lines 1-25); the viewing and listening information includes viewer preferences for each unit portion of a program (Column 10, lines 10-30, Column 8, lines 1-25, Table I).

Therefore, it would have been obvious at the time the invention was made to modify the combination to include storage for storing the obtained reception log, receiver ID and program information of a broadcast program (Column 12, lines 40-64, Column 13, lines 13-23, Column 17, lines 57-67, Column 18, lines 1-3), the program information including a program label and unit portions (Column 9, lines 4-15, Column 10, lines 10-30, Column 8, lines 1-25), the viewing and listening information includes viewer preferences for each unit portion of a program (Column 10, lines 10-30, Column

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8, lines 1-25, Table I) as taught by Aras in order to determine usage of users for advertisers and marketers (Column 1, lines 19-23) as disclosed by Aras.

Ivanyi, Delsesto and Aras are silent on program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program and the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

In analogous art, Block discloses program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program (Column 6, lines 11-30, Columns 6-7, Table 1, Column 9, lines 38-54).

Therefore, it would have been obvious at the time the invention was made to modify the combination to include program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program (Column 6, lines 11-30, Columns 6-7, Table 1, Column 9, lines 38-54) as taught by Block in order to help users determine if they want to be exposed to particular programs or scenes (Column 10, lines 38-52) as disclosed by Block.

Ivanyi, Delsesto, Aras and Block do not disclose the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program, a reception of at least one broadcast receiver only when the only one broadcast receiver continuously receives

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one of a channel and a program for at least a predetermined period and does not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or a program for at least the predetermined period.

Bedard discloses the viewing and listening information includes rating for each unit portion of the program (Figure 3, 304, Figure 2, Column 6, lines 46-62); a broadcast receiver (Column 3, lines 4-15) comprising: a reception of at least one broadcast receiver only when the only one broadcast receiver continuously receives one of a channel (Column 4, lines 38-48) and a program (Column 5, lines 52-65) for at least a predetermined period (Column 5, lines 52-65) and does not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or a program for at least the predetermined period (Column 3, lines 62-67, Column 4, lines 1-15); the viewing and listening information includes viewer preferences for each unit portion of a program (Column 3, lines 62-67, Column 4, lines 1-15, 38-65, Figure 2).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include that the viewing and listening information includes rating for each unit portion of the program (Figure 3, 304, Figure 2, Column 6, lines 46-62), a reception of at least one broadcast receiver only when the only one broadcast receiver continuously receives one of a channel (Column 4, lines 38-48) and a program (Column 5, lines 52-65) for at least a predetermined period (Column 5, lines 52-65) and does not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or

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a program for at least the predetermined period (Column 3, lines 62-67, Column 4, lines 1-15) as taught by Bedard in order to provide make sure that a viewer surfing channels is not recorded because it is insignificant viewing and the profile is able to focus on viewer's true interests (Column 3, lines 62-67, Column 4, lines 1-5) as disclosed by Bedard.

The combination is silent on the rating relating to a number of receivers that received the program.

In analogous art, Kohen discloses computing the rating, rating relating to a number of receivers that received the program (Column 4, lines 49-65, Column 6, lines 5-30, 48-50). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include rating relating to a number of receivers that received the program (Column 4, lines 49-65, Column 6, lines 5-30, 48-50) as taught by Kohen in order to make determine the interest of programs based on the content (Column 4, lines 49-65) as disclosed by Kohen.

Furthermore, the *KSR* Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention. *KSR*, 82 USPQ2d at 1395.

Regarding Claim 12, Ivanyi, Delsesto, Aras, Block and Bedard disclose all the limitations of Claim 11. Ivanyi discloses that the reception log includes one of channel



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received by the broadcast receiver (Column 10, line 1, Column 7, lines 19-20), program identification information or detailed information in reference to a o program or commercial (Column 10, lines 59-65, Column 11, lines 1-12) and reception period information (Column 8, lines 1-25, Column 10, lines 1-8); and the viewing and listening information to be computed includes an audience rating for one of a predetermined channel (Column 9, lines 38-40) and program (Column 10, lines 59-64, Column 11, lines 1-12).

Regarding Claim 13, Ivanyi, Delsesto, Aras, Block and Bedard disclose all the limitations of Claim 11. Ivanyi discloses that the reception log includes one of a channel received by the broadcast receiver (Column 10, line 1, Column 7, lines 19-20) and program identification information or detailed information in reference to a program or commercial (Column 10, lines 59-65, Column 11, lines 1-12) and reception period information (Column 8, lines 1-25, Column 10, lines 1-8); and the viewing and listening information to be computed includes a non-viewing and non-listening rating for one of a predetermined channel or program or the central computer processes polling information for a large group of viewers to obtain statistical information about viewer behavior for demographic and geographic groups, which reads on viewers and non viewers being polled on programs/channels viewed (Column 9, lines 34-40, Column 10, lines 53-67, Column 11, lines 1-24).

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Regarding Claim 14, Ivanyi discloses a system and a method of obtaining viewing and listening information (Figure 1, 100), comprising: a receiver (Figure 1, 1), including:

A receiving unit for selecting a channel and for receiving a broadcast (Figure 2, 21, Column 6, lines 48-52, Column 7, lines 10-12); a controller for controlling channel selection (Figure 2, 21, Column 7, lines 10-12) and for detecting a reception log (Figure 2, 21, 33A-D, Column 7, lines 13-30); a memory for storing the reception log (Column 7, lines 64-67, Column 8, lines 1-12, 33-39, Figure 1, 36); a viewing and listening information computing apparatus communicatively coupled to the receiver (Figure 1, 4, Figure 4), the viewing and listening information computing apparatus including: a reception state management computer for obtaining a reception log from the receiver (Figure 4, 45, Figure 1, 4, Figure 3, 28-31, Column 7, lines 65-67, Column 8, lines 1-5, 40-63, Column 9, lines 25-40); a database in which the obtained reception log is recorded (Figure 1, 4, Figure 4, 45); a program management computer for receiving program information including program ID or detailed information in reference to a program or commercial (Column 10, lines 59-65, Column 11, lines 1-12, Figure 4, 4) and a viewing and listening information management computer for computing viewing and listening information concerning viewing and listening for a program based on the reception log, and the program information (Figure 4, 41, Column 9, lines 25-40, 66-67, Column 10, lines 1-8, 59-65). Ivanyi is silent on a memory storing a receiver ID; the reception state management computer obtaining the receiver ID from the receiver; a database in which the obtained receiver ID are recorded; program information including

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a program label indicating a type of program and unit portions separated based on different content specific to the type of program and a viewing and listening information management computer for computing viewing and listening information concerning viewing and listening for each segment of a program based on the reception log, the receiver ID, and the program information, and for transmitting the used to computed viewing and listening information to a program producer and the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

Delsesto discloses that each receiver has a receiver ID that is included in the response and a storage device (Figure 1, 120, Figure 2, 120, 212, 214, Column 10, lines 35-36, Figure 5, 530). It is necessarily included that the receiver has a memory storing the receiver ID as it is included in the response packet. Delsesto discloses a reception state management means for obtaining a reception log or response packet and a receiver ID of at least one broadcast receiver (Figure 5, Column 15, lines 26-39, Column 13, lines 32-39, Column 9, lines 66-67, Column 10, lines 1- 42), a database in which the receiver ID is recorded (Column 15, lines 26-54), a program management computer for receiving program information including a program ID or any data used to identify a program (Column 16, lines 2-16, Figures 6A-B) and viewing and listening management means for computing viewing and listening information for a program based on the reception log or response packet, the receiver ID and program information (Column 15, lines 26-67, Column 16, lines 1-16, Figure 4, 422, 424, 426, Figure 6) for

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transmitting the computed viewing and listening information to a program producer (Column 5, lines 11-16, Column 16, lines 18-29).

Therefore, it would have been obvious at the time the invention was made to modify Ivanyi to include receiver has a memory storing the receiver ID (Figure 1, 120, Figure 2, 120, 212, 214, Column 10, lines 35-36, Figure 5, 530), a reception state management means for obtaining a receiver ID of at least one broadcast receiver (Figure 5, Column 15, lines 26-39, Column 13, lines 32-39, Column 9, lines 66-67, Column 10, lines 1- 42), a database in which the receiver ID is recorded (Column 15, lines 26-54), and viewing and listening management means for computing viewing and listening information for a program based on the reception log or response packet, the receiver ID and program information (Column 15, lines 26-67, Column 16, lines 1-16, Figure 4, 422, 424, 426, Figure 6) for transmitting the computed viewing and listening information to a program producer (Column 5, lines 11-16, Column 16, lines 18-29) as taught by Delsesto in order to accurately monitor of viewer ship and usage (Column 1, lines 28-65) as disclosed by Delsesto.

Ivanyi and Delsesto do not disclose storage for storing the obtained reception log, receiver ID and program information of a broadcast program, program information including a program label and unit portions, the viewing and listening information includes viewer preferences for each unit portion of a program and the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

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Aras discloses a viewing and listening computing apparatus (Column 12, lines 40-64), comprising: obtaining reception log, receiver ID and program information of a broadcast program (Column 12, lines 40-64, Column 13, lines 13-23, Column 17, lines 57-67, Column 18, lines 1-3), the program information including a program label and unit portions (Column 9, lines 4-15, Column 10, lines 10-30, Column 8, lines 1-25) and the viewing and listening information includes viewer preferences for each unit portion of a program (Column 10, lines 10-30, Column 8, lines 1-25, Table I).

Therefore, it would have been obvious at the time the invention was made to modify the combination to include the program information including a program label and unit portions designated based on the program label (Column 9, lines 4-15, Column 10, lines 10-30, Column 8, lines 1-25) and the viewing and listening information includes viewer preferences for each unit portion of a program (Column 10, lines 10-30, Column 8, lines 1-25, Table I) as taught by Aras in order to determine usage of users for advertisers and marketers (Column 1, lines 19-23) as disclosed by Aras.

Ivanyi, Delsesto and Aras are silent on program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program and the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

In analogous art, Block discloses program information including a program label indicating the type of program and unit portions separated based on different content

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specific to the type of program (Column 6, lines 11-30, Columns 6-7, Table 1, Column 9, lines 38-54).

Therefore, it would have been obvious at the time the invention was made to modify the combination to include program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program (Column 6, lines 11-30, Columns 6-7, Table 1, Column 9, lines 38-54) and computing the viewing and listening information includes computing a rating for each unit portion of the program (Column 31, lines 28-43) as taught by Block in order to help users determine if they want to be exposed to particular programs or scenes (Column 10, lines 38-52) as disclosed by Block.

Ivanyi, Delsesto, Aras and Block do not disclose the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

Bedard discloses the viewing and listening information includes rating for each unit portion of the program (Figure 3, 304, Figure 2, Column 6, lines 46-62).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include that the viewing and listening information includes rating for each unit portion of the program (Figure 3, 304, Figure 2, Column 6, lines 46-62) as taught by Bedard in order to provide make sure that a viewer surfing channels is not recorded because it is insignificant viewing and the profile is able to focus on viewer's true interests (Column 3, lines 62-67, Column 4, lines 1-5) as disclosed by Bedard.

The combination is silent on the rating relating to a number of receivers that received the program.

In analogous art, Kohen discloses computing the rating, rating relating to a number of receivers that received the program (Column 4, lines 49-65, Column 6, lines 5-30, 48-50). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include rating relating to a number of receivers that received the program (Column 4, lines 49-65, Column 6, lines 5-30, 48-50) as taught by Kohen in order to make determine the interest of programs based on the content (Column 4, lines 49-65) as disclosed by Kohen.

Furthermore, the *KSR* Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention. *KSR*, 82 USPQ2d at 1395.

Regarding Claim 16, Ivanyi, Delsesto, Aras and Block disclose all the limitations of Claim 14. Delsesto discloses the receiver and the viewing and listening information computing apparatus are coupled via an external computer (Figure 1, 120, 122, 128).

Regarding Claim 17, Ivanyi discloses a method of obtaining viewing and listening information (Figure 1, 100, Column 9, lines 25-50), comprising:

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selecting a channel and for receiving a broadcast (Figure 2, 21, Column 6, lines 48-52, Column 7, lines 10-12); controlling channel selection (Figure 2, 21, Column 7, lines 10-12); detecting a reception log (Figure 2, 21, 33A-D, Column 7, lines 13-30); storing the reception log (Column 7, lines 64-67, Column 8, lines 1-12, 33-39, Figure 1, 36); obtaining a reception log from the receiver (Figure 4, 45, Figure 1, 4, Figure 3, 28-31, Column 7, lines 65-67, Column 8, lines 1-5, 40-63, Column 9, lines 25-40); a database in which the obtained reception log is recorded (Figure 1, 4, Figure 4, 45); a program management computer for receiving program information including program ID or detailed information in reference to a program or commercial (Column 10, lines 59-65, Column 11, lines 1-12, Figure 4, 4) and computing viewing and listening information concerning viewing and listening for a program based on the reception log, and the program information (Figure 4, 41, Column 9, lines 25-40, 66-67, Column 10, lines 1-8, 59-65). Ivanyi is silent on storing a receiver ID; obtaining the receiver ID from the receiver; a database in which the obtained receiver ID are recorded; program information including a program label indicating a type of program and unit portions separated based on different content specific to the type of program and a viewing and listening information management computer for computing viewing and listening information concerning viewing and listening for each segment of a program based on the reception log, the receiver ID, and the program information, and for transmitting the used to computed viewing and listening information to a program producer and viewing and listening information includes a rating for each unit portion of the program and the



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viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

Delsesto discloses that each receiver has a receiver ID that is included in the response and a storage device (Figure 1, 120, Figure 2, 120, 212, 214, Column 10, lines 35-36, Figure 5, 530). It is necessarily included that the receiver has a memory storing the receiver ID as it is included in the response packet. Delsesto discloses a reception state management means for obtaining a reception log or response packet and a receiver ID of at least one broadcast receiver (Figure 5, Column 15, lines 26-39, Column 13, lines 32-39, Column 9, lines 66-67, Column 10, lines 1- 42), a database in which the receiver ID is recorded (Column 15, lines 26-54), a program management computer for receiving program information including a program ID or any data used to identify a program (Column 16, lines 2-16, Figures 6A-B) and viewing and listening management means for computing viewing and listening information for a program based on the reception log or response packet, the receiver ID and program information (Column 15, lines 26-67, Column 16, lines 1-16, Figure 4, 422, 424, 426, Figure 6) for transmitting the computed viewing and listening information to a program producer (Column 5, lines 11-16, Column 16, lines 18-29).

Therefore, it would have been obvious at the time the invention was made to modify Ivanyi to include receiver has a memory storing the receiver ID (Figure 1, 120, Figure 2, 120, 212, 214, Column 10, lines 35-36, Figure 5, 530), a reception state management means for obtaining a receiver ID of at least one broadcast receiver (Figure 5, Column 15, lines 26-39, Column 13, lines 32-39, Column 9, lines 66-67,

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Column 10, lines 1- 42), a database in which the receiver ID is recorded (Column 15, lines 26-54), and viewing and listening management means for computing viewing and listening information for a program based on the reception log or response packet, the receiver ID and program information (Column 15, lines 26-67, Column 16, lines 1-16, Figure 4, 422, 424, 426, Figure 6) for transmitting the computed viewing and listening information to a program producer (Column 5, lines 11-16, Column 16, lines 18-29) as taught by Delsesto in order to accurately monitor of viewer ship and usage (Column 1, lines 28-65) as disclosed by Delsesto.

Ivanyi and Delsesto do not disclose storage for storing the obtained reception log, receiver ID and program information of a broadcast program, program information including a program label and unit portions, the viewing and listening information includes viewer preferences for each unit portion of a program and the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

Aras discloses a viewing and listening computing apparatus (Column 12, lines 40-64), comprising: obtaining reception log, receiver ID and program information of a broadcast program (Column 12, lines 40-64, Column 13, lines 13-23, Column 17, lines 57-67, Column 18, lines 1-3), the program information including a program label and unit portions (Column 9, lines 4-15, Column 10, lines 10-30, Column 8, lines 1-25) and the viewing and listening information includes viewer preferences for each unit portion of a program (Column 10, lines 10-30, Column 8, lines 1-25, Table I).

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Therefore, it would have been obvious at the time the invention was made to modify the combination to include the program information including a program label and unit portions designated based on the program label (Column 9, lines 4-15, Column 10, lines 10-30, Column 8, lines 1-25) and the viewing and listening information includes viewer preferences for each unit portion of a program (Column 10, lines 10-30, Column 8, lines 1-25, Table I) as taught by Aras in order to determine usage of users for advertisers and marketers (Column 1, lines 19-23) as disclosed by Aras.

Ivanyi, Delsesto and Aras are silent on program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program and the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

In analogous art, Block discloses program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program (Column 6, lines 11-30, Columns 6-7, Table 1, Column 9, lines 38-54).

Therefore, it would have been obvious at the time the invention was made to modify the combination to include program information including a program label indicating the type of program and unit portions separated based on different content specific to the type of program (Column 6, lines 11-30, Columns 6-7, Table 1, Column 9, lines 38-54) as taught by Block in order to help users determine if they want to be

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exposed to particular programs or scenes (Column 10, lines 38-52) as disclosed by Block.

Ivanyi, Delsesto, Aras and Block do not disclose the viewing and listening information a rating for each unit portion of the program, the rating relating to a number of receivers that received the unit portion of the program.

Bedard discloses the viewing and listening information includes rating for each unit portion of the program (Figure 3, 304, Figure 2, Column 6, lines 46-62).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include that the viewing and listening information includes rating for each unit portion of the program (Figure 3, 304, Figure 2, Column 6, lines 46-62) as taught by Bedard in order to provide make sure that a viewer surfing channels is not recorded because it is insignificant viewing and the profile is able to focus on viewer's true interests (Column 3, lines 62-67, Column 4, lines 1-5) as disclosed by Bedard.

The combination is silent on the rating relating to a number of receivers that received the program.

In analogous art, Kohen discloses computing the rating, rating relating to a number of receivers that received the program (Column 4, lines 49-65, Column 6, lines 5-30, 48-50). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include rating relating to a number of receivers that received the program (Column 4, lines 49-65, Column 6, lines

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5-30, 48-50) as taught by Kohen in order to make determine the interest of programs based on the content (Column 4, lines 49-65) as disclosed by Kohen.

Furthermore, the *KSR* Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention. *KSR*, 82 USPQ2d at 1395.

5. Claim 15 is rejected under 35 U.S.C. 103(a) as being unpatentable over Ivanyi in view of Delsesto, Aras, Block, Bedard and Kohen as applied to claim 14 above, and further in view of Ozer et al (US 6,704,929 and hereafter referred to as "Ozer").

Regarding Claim 15, Ivanyi, Delsesto, Aras, Block, Bedard and Kohen disclose all the limitations of Claim 14. Ivanyi discloses a viewing and listening information computing apparatus communicatively coupled to the receiver (Figure 1, 4, Figure 4). Ivanyi, Delsesto, Aras and Block are silent on the receiver and the viewing and listening information computing apparatus are coupled via a communication network including the Internet. Ozer discloses the receiver and the viewing and listening information computing apparatus are coupled via a communication network including the Internet (Column 10, lines 8-10). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include the receiver and the viewing and listening information computing apparatus are coupled via a communication network including the Internet (Column 10, lines 8-10) as taught by

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Ozer in order to provide a way to find out an audience share of television programs to determine program schedules, advertising schemes, price rates for airtime and retention or termination of programs (Column 1, lines 23-31) as disclosed by Ozer.

### ***Conclusion***

6. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to FARZANA HOSSAIN whose telephone number is (571)272-5943. The examiner can normally be reached on Monday to Friday 8:00 am to 4:00 pm.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Kelley can be reached on 571-272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/FARZANA HOSSAIN/  
Primary Examiner, Art Unit 2424

June 13, 2010